

IN THE CLAIMS

Please amend Claims 1 and 7 as shown.

1. (Currently Amended) An apparatus for retrieving information related to a consumer product using a consumer product codes comprising:

a) a portable consumer good that lacks the capacity for data transmission, wherein said portable consumer good comprises a non-electronic device; and

b) a scanning and storage device ~~in mechanical communication with~~ incorporated into said portable consumer good, said scanning and storage device including:

(i) a scanning element converting a product code symbol into machine readable information representative of said product code; and

(ii) a removable memory medium to which said information is stored.

2-4. (Canceled)

5. (Previously Presented) The apparatus according to claim 1, wherein said non-electronic device comprises one of the following: an article of clothing, a pen and a pocketbook.

6. (Original) The apparatus according to claim 1, wherein said removable memory medium comprises one of the following: a magnetic disc, flash memory, a smart card, a memory stick, a diskette, a CD-ROM, a disk drive, a random access memory chip, and an optical storage device.

7. (Currently Amended) An apparatus for retrieving and processing information related to a consumer product using a universal product code comprising:
- a) a portable consumer device, said portable consumer device including:
 - (i) a portable consumer good comprising a non-electronic device that lacks the capacity for data transmission; and
 - (ii) a scanning and storage device ~~in mechanical communication with~~ incorporated into said portable consumer good, said scanning and storage device comprising:
 - (1) a scanning element converting a printed universal product code symbol into machine readable information representative of said universal product code; and
 - (2) a removable memory medium to which said information is stored; and
 - b) an Internet-ready device couplable to one or more Internet-based information servers, said Internet-ready device including a removable memory medium adapted to accept said removable memory medium from said scanning and storage device.

8-27. (Canceled)

28. (Previously Presented) A method for retrieving information related to a consumer product comprising the steps of:
- integrating a bar code scanner and a removable memory into a consumer good, wherein said consumer good comprises a non-electronic device;
 - scanning a bar code of a selected consumer product using the integrated scanner and storing the scanned bar code in the removable memory;
 - transferring the scanned bar code from the removable memory to a computer network;
 - and
 - accessing a web site on a computer network based on the scanned bar code, wherein said web site includes information related to the selected consumer product.

29-30. (Canceled)

31. (Original) The method according to claim 28, further comprising converting a scanned bar code to a uniform resource locator (URL) of a web site.

32. (Original) The method according to claim 28, further comprising converting a scanned bar code and a global position to a uniform resource locator (URL) of a web site.

33-41. (Canceled)